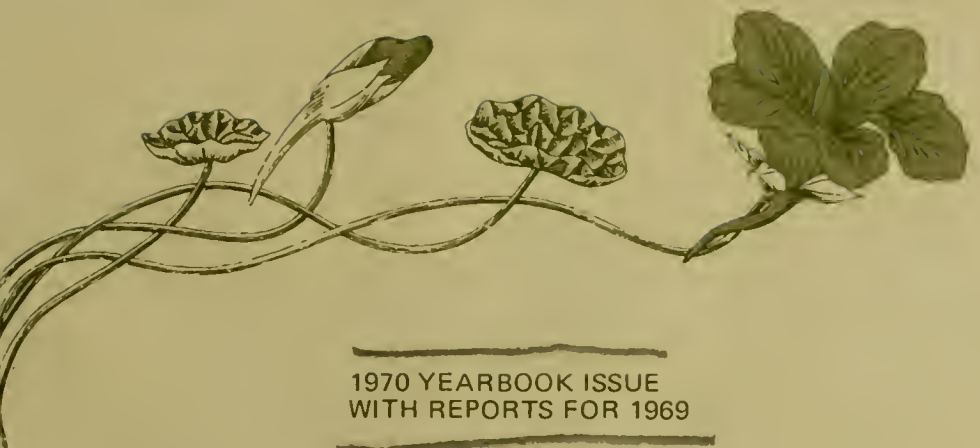

nasturtium

MASSACHUSETTS HORTICULTURAL SOCIETY
HORTICULTURAL HALL
300 MASS. AVE., BOSTON 02115
Telephone 536-9280

1970 YEARBOOK ISSUE
WITH REPORTS FOR 1969

PRESIDENT'S REPORT

Very bluntly, 1969 was a year of financial crisis for the Massachusetts Horticultural Society. As reported in the 1968 Yearbook Issue of *Nasturtium* the audit of our financial statements for 1968 disclosed that our magazine HORTICULTURE had sustained a loss in excess of $360,000 as opposed to a small profit originally reported at the last Annual Meeting. Exhaustive research resulted in the conclusion that the erroneous figures were basically due to the incompetence of our former Comptroller, plus the delay in receiving audited figures from our auditors. This substantial loss, following losses incurred in 1967 and 1966, placed the finances of the Society in a precarious position. In order to meet our financial obligations the unrestricted endowment funds were substantially depleted and, for a brief period, it appeared your Society might become bankrupt unless drastic action was taken. However, steps were soon made which effectively stopped the drain on the Society's funds from HORTICULTURE and as a matter of fact resulted in an inflow of cash to the Society. In addition an appeal was made to the members at the close of 1969 for funds to operate the Society, exclusive of HORTICULTURE. The results of this appeal proved the loyalty of our membership and I am pleased to report that $28,000 was received in 1969 plus an additional $8,500 in 1970. Members will be asked, later in this meeting, to approve an increase in annual dues; your Board of Trustees feels it is the only alternative to insure the continued existence of the Society.

The events of 1968 thus had a real bearing on our experience in 1969. The Treasurer's report will show that the Society on the whole suffered a financial loss of $313,000 for the year 1969. However most of this loss, particularly from HORTICULTURE, was incurred during the first part of the year prior to the discovery of the errors in our financial accounts. It is a relief to report that since November 1969 it has not been necessary to call on our endowment funds to meet our financial obligations.

I do not want to convey the impression that our financial problems are completely solved. While the HORTICULTURE situation is coming under control, other activities are producing a financial deficit. Hopefully, an increase in dues and an active campaign to increase our membership will improve the income side of the equation.

We must face up to the fact that our continued occupancy of Horticultural Hall results in substantial overhead expense. During the coming year our first priority will be directed to this problem. I am sure our members will agree that the future of the Massachusetts Horticultural Society as an active, healthy, constructive organization is more important than dedication to bricks and mortar.

The library continues to be one of our most important assets. Maintaining it is a great responsibility, for in effect we are maintaining a national treasure. The Library Commitee under the chairmanship of Mrs. Wakefield has spent a great deal of effort during the past year in analyzing the operations of the library and determining plans for its future.

In the President's report for 1968 I mentioned that a professional fund raising firm, The Lavin Company of Boston, was employed to make an analysis of the fund raising potential of the Society. The comments and conclusions from this report have been of real value to the Society. Several well founded criticisms were made, particularly as regards the image of the Massachusetts Horticultural Society in the minds of the general public. The report concludes that our Society carries an image of a "Proper Bostonian" organization, richly endowed and supported by a small group of old families. While this may have been true in the past it is far less true today, and for the future strength and well being of the Society this image must be dispelled. In addition the report pointed out that, while many thousands of persons come to our Spring Show and other exhibitions, many of them do not appreciate or understand the other activities of the Society. Thus it appears we have a real public relations problem.

The Lavin Company report also showed that there exists a solid base of support for the Society from the respondents interviewed. It was their conclusion that with proper leadership the Society had the capacity to embark on new programs and activities and acquire the necessary facilities to make them successful. During the coming year considerable attention will be given to implementing the recommendations of this report. In 1968 a special Committee of the Trustees chaired by Dr. Naegele was formed to analyze programs, activities and functions. During 1969 steps were taken to implement some of its recommendations, and it will continue to function in 1970.

Before concluding this report I want to express thanks for the Trustees and myself to the members of our Society for their interest and cooperation. In addition, on behalf of the Trustees and members, I want to express my most sincere thanks to the members of our staff. During the past year as many of you know our Executive Director, Carlton Lees, suffered a very serious automobile accident on a trip abroad. He has had a lengthy and painful convalescence. Nevertheless, during practically all of this time he has continued to serve the Society in every possible way, and his devotion deserves our warmest appreciation.

Our appreciation is due too to Mr. Clark and Mr. Elwell who retire this year from the Board of Trustees, having served the Society well, and to Mr. Moseley, who has been obliged by increased pressures of business to retire from his position as Treasurer. Finally, the report for 1969 would not be complete without mention to the loss of two of our valued Trustees, Mr. Allen W. Hixon and Mrs. Edwin S. Webster. Each contributed greatly to our Society.

With the current emphasis on improvement of man's environment our Society has not only an opportunity but an obligation to be of real service. With the cooperation of our staff, members and friends, I am sure we can meet the challenge.

Oliver F. Ames, President

HORTICULTURE REPORT

As you know our magazine, HORTICULTURE, incurred a loss of $360,542.23 in 1968. The loss for 1969 was $231,832, less by $128,710 than the year before. We presently predict a loss for 1970 of approximately $110,000; although this is not the best of news it must be noted that it represents a reduction in the loss, in two years, by a quarter of a million dollars.

After discovery of HORTICULTURE's shocking financial situation one of the steps taken by your Board of Trustees was the appointment of Philip E. Nutting & Company as publisher of the magazine. The company has effected a number of drastic changes and feels that they will be able to remedy the situation. I have here a report from Mr. Nutting, which I would like to read to you:

"HORTICULTURE Magazine can be on a sound financial basis by the Spring of 1971. By this I mean at least breaking even and, hopefully, producing a profit. This prediction is of course based on the continuance of a sound national economy and the publisher's complete control of the contributing factors involved.

"I need not stress the financial situation which we inherited last November other than to say that drastic, complete and immediate change was necessary — and done.

"1. The vitally important fulfillment operation has been relocated from American Mail to Fulfillment Corporation of America. By using our good contacts there and working directly with their president, Mr. Gentzler, we were able to negotiate a contract that will save HORTICULTURE approximately $100,000 a year based on activity similar to 1969. This new program went into operation April 1, 1970.

"2. A price increase for both subscription and single copy sales has been put into effect. At the current circulation level this means a minimum of $100,000 extra yearly income.

"3. To ease the present cash flow situation, and taking advantage of the price change, we launched an advance renewal promotion. The result to date has been a cash income of well over $150,000 after expenses. It is interesting to note that the cost per year per order for similar orders from American Mail promotions was 700 percent higher than this one, but that the balance per order from our promotion was 90.2 percent higher than theirs.

"The changes now in effect in renewal mailing procedures should reduce the cost of these mailings by $75 per thousand. When you consider that last year 165,000 pieces were mailed this savings could amount to more than $15,000 per year.

"4. We designed and implemented bind-in subscription cards, a device other publishers have found very productive; total subscriptions from February, March and one week in April: 596. If this level of income (approximately $1,000 per issue) is maintained, an additional $12,000 per year will be realized. The other half of this bind-in card can be sold to advertisers at approximately $500 per issue — another $6,000 per year.

"5. Tighter print orders, now possible through Fulfillment Corporation of America system, can save as much as $40,000 per year (every 10,000 copies cost $2,500).

"6. Income from list rentals in past years was minimized because of the policy of forcing the list brokers to split their commissions. Most of the top brokers, therefore, would not do business. We are now allowing full commission and no exclusives. This should more than double the list rental income for approximately $64,000.

"7. Coincidental with our move to Fulfillment Corporation of America, we designed new bill and renewal forms to take advantage of the savings in time and dollars their system provides. The computer renewal forms alone which take the place of the former very expensive computer letters will be one-third of the former cost, and from extensive field tests by other publishers will produce as well.

"8. We have been able to secure the cooperation of sources of new business (subscriptions) heretofore not available to HORTICULTURE, namely: Publishers Clearing House; Quality School Plan; Perfect School Plan (Curtis). This has enabled us to take emergency measures to meet our ABC circulation averages and avoid the risk of advertising rebates or censure. We should realize about 20,000 new subscriptions through these sources in 1971.

"9. Our big new business promotion this fall will be based on results of a series of tests, now in the field, aimed at various groups and with differing appeals. They have been exhaustively planned and researched, for this is the area where substantial losses were sustained in the past.

"10. Complete new renewal and billing programs have been created.

"11. Another area for substantial saving is in printing and production. Competitive bids are being solicited with a decision date in mind of June 1.

"12. Arthur King, Advertising Manager, has just finished and submitted a complete anaylsis of his department. We agree that there is considerable untapped potential and that our new sales and promotion programs should be ready to go into effect by September 1, the time of decision for 1971 schedules. In the meantime, individual presentations are being created and presented for immediate business. The 1969 advertising income was $151,092, which we hope to increase in 1970.

"We have realistically detailed the areas where savings of over $300,000 can be effected in 1970 over last year's operation, while improving our income picture and building a sound publishing procedure. We have produced a substantial reserve to implement these programs and, therefore, feel that our aforementioned goal of April 1971 is do-able."

As you have heard, Mr. Nutting feels that HORTICULTURE will be at least at a break-even point by April of 1971. I hope and trust that he is right.

John O. Stubbs, Chairman
Committee on Lectures & Publications

MEMBERSHIP REPORT

The membership list was completely converted to a June 1 expiration date in June of 1969. The present classifications are three: life members and patrons with no renewal date, Christmas gift members with a December renewal and the remainder in June. The processing of renewals during the summer worked out well.

A promotion for new members, mailed in May of 1969, resulted in 526 new memberships. Two new Patrons were added to the membership: William A. Coolidge, formerly a regular member, and the Reverend Henry P. King, Jr., a new member. The heartening results of our appeal to the membership for financial contributions have been reported by the President.

Dues income for the year totaled $68,021.02. Gifts amounting to $4,182.47 were received, in addition to those in response to the appeal, for a net membership income after expenses of $49,024.14.

Although we acquired 823 new members in 1969 we lost 766. Total membership in 1969 was 6,309, compared to 6,252 in 1968. It is evident that we must concentrate our efforts to increase membership in our Society.

Russell B. Clark, Chairman
Committee on Membership

Massachusetts Horticultural Society

BALANCE SHEET — December 31, 1969

ASSETS			LIABILITIES AND FUNDS	
Current Assets			**Current Liabilities**	
Cash		$ 13,651	Notes payable	$ 27,896
Accounts receivable — "Horticulture"	$ 25,395		Accounts payable — trade	196,838
Less allowance for doubtful receivables	2,350	23,045	Employees' payroll deductions	1,431
Miscellaneous receivables		6,088	Accrued payroll	1,547
Inventories — at cost		10,432	Accrued payroll taxes	228
Prepaid expenses		14,123	Accrued commissions	3,235
Total Current Assets		67,339	Deposits on rentals	130
Deferred Charges — 1970 Spring Show — Net		4,515	Total Current Liabilities	231,305
Investments — at cost (Quoted market value $666,226)		502,408	General Fund Deficit	(2,708,857)
Plant — at cost			Temporary Funds	33,003
Real Estate	498,565		Permanent Funds	987,383
Improvements and additions	61,051		Realized Gains on Securities Sold	2,031,428
Library	46,580	606,196	Funds Invested in Plant	606,196
		$1,180,458		$1,180,458

COMPARATIVE STATEMENT OF OPERATIONS

Years ended December 31, 1969 and 1968

	1969		1968	
Income				
Investment Income	$54,449		$70,752	
Less amount allocated to restricted funds	8,651	$ 45,798	8,856	$ 61,896
Membership fees	68,021		61,313	
Less amount allocated to "Horticulture" for members' subscriptions	17,429	50,592	18,794	42,519
Fund raising appeal		28,403		—
Gifts and bequests		4,182		—
Rentals		32,547		20,769
Other Income		4,003		2,242
		$165,525		$127,426
Expenses and Loss from Functional Operations				
Office and general		$113,168		$118,422
Building		77,984		75,230
Membership department		34,153		24,735
Miscellaneous exhibition expense		4,463		4,598
Lectures, prizes, medals & certificates (except Spring Show & Fall Show prizes and awards)	3,428		3,978	
Less restricted funds applied	400	3,028	1,616	2,362
Library	32,710		34,092	
Less restricted funds applied	2,539	30,171	1,542	32,550
"Horticulture" loss		231,832		360,542
Spring Show (income)		(21,285)		(8,428)
Fall Show loss		5,141		4,645
		$478,655		$614,656
NET LOSS		$313,130		$487,230

TREASURER'S REPORT

The foregoing figures were audited by Alexander Grant & Company.

Frederick S. Moseley, III, Treasurer

LIBRARY REPORT

The outstanding event of the library year was the first Conference of Horticultural and Botanical Libraries which took place in Horticultural Hall. Representatives of 27 libraries came from all parts of the United States to take part in this conference on November 13. Speakers included John Reed, Curator of the Library of the New York Botanical Garden, Dr. George H.M. Lawrence, Director of the Hunt Botanical Library, Carnegie-Mellon University, Dr. Gordon P. DeWolf, Jr., Horticultural Taxonomist at the Arnold Arboretum and Gordon W. Dillon, Executive Secretary of the American Orchid Society. The program was so well received that an April date was chosen for a second conference in Pittsburgh. We are grateful to the Arnold Arboretum for publishing abstracts of the main papers in *Arnoldia*, making them a matter of record.

During the year 45 donors, including Jan de Graaff and Mrs. Lewis Perry, added to the library. Mr. de Graaff's gift consists of more than 100 books, including Mrs. Bury's *Hexandrian Plants*, 1831 and Elwes' *Monograph on the Genus Lilium*, 1880/1960. Notable in his gift of 128 bulletin titles and articles is the run of Curtis's *Botanical Magazine* from 1787 to 1855. 115 nurseries are represented in the catalog collection covering the period 1881-1960. A file of the Abbe Souillet's correspondence and other manuscript material includes letters from many world-renowned people. The Perry gift is from the library of John Amory Lowell, on the M.H.S. roster of membership in 1829. This collection includes fine plate books by Boott, Hooker, Jacquemont and Jacquin among the sixty titles. It covers the period 1740-1899, and shows Mr. Lowell's interest in plant exploration and the flora and botany of the world.

Seven hundred and seventy-four packages of books were mailed to members in 33 states in 1969. The total circulation was over 5,500.

The Library Committee held eight regular meetings during the year and spent much outside time in consultation. We wish to call the attention of the membership to the condition of much of the collection. In recent years Library Committees have felt it incumbent on them to maintain, through acquisition, a complete and comprehensive horticultural library. Lack of funds has prevented this, and the library loses thereby both in value and in reputation. Moreover, the library does not receive sufficient funds to maintain the collections in proper physical condition. A comprehensive program should be initiated immediately to repair and maintain the collections – books, prints, periodicals, catalogs, correspondence, etc.

When you look at the financial report and note the figures for the library, please remember that several services unconnected with the care and maintenance of books are carried on under this heading. One is the Garden Information Center, an important service to the public as well as to members of the Society. If it is to continue on the present scale its expense must be recognized and financed in proportion.

A fund has been set up whose income is to be used annually toward repair and maintenance of the rare book collection (ten percent of the income to be added to principal each year). While it is small, it forms a nucleus to which additional donations may be made for this important purpose.

In closing I want to express my appreciation, not only to Mrs. Crossman and her dedicated staff, but to the expert members of the Library Committee who have given to the library and to the members of the Society the benefit of their knowledge and experience: Dr. Gordon P. DeWolf, Jr., Gordon W. Dillon, Dr. Robert L. Goodale and Robert S. Pirie.

Mary B. (Mrs. G. Kennard) Wakefield
Chairman, Committee on Libraries

EXHIBITIONS COMMITTEE REPORT

I am happy to report that the 1969 Spring Show was not only a social but also a financial success, having an income over expenses of $21,285.19, and was attended by 87,037 people. I need not add that it was a horticultural success, because it always is!

The 1969 Fall Show held on Boston Common, although horticulturally excellent and effective as a demonstration of what plants and gardens are all about, did not fulfill our expectations financially; we sustained a loss of $5,141. Unless we can find a new method, or a sponsor to support it substantially, we cannot continue the Fall Show in its present form. We do feel that it – or some similar event appropriate to the fall season – should take place, perhaps in Horticultural Hall.

I would like also to make a preliminary report that the 1970 New England Spring Garden & Flower Show was a success. Although there was an increase in the price of admission the total gate receipts were down less than one percent, and total income changed very little. The net income is estimated at $20,172.37 – which is quite an accomplishment.

In closing I would like to express my appreciation to the other members of the Committee: Raymond DeVincent, Vincent Merrill, George Putnam and, especially, Mrs. Charles F. Batchelder.

Joseph W. Lund, Chairman
Committee on Exhibitions

EXECUTIVE DIRECTOR'S REPORT

Over 140 years ago, when a group of Bostonians were writing the By-Laws for the newly founded Massachusetts Horticultural Society, they defined the object of the organization as ". . . the advancement of horticulture and kindred interests."

Horticulture is an applied science; the organization of landscape into gardens is art. Our objective, therefore, is not only to introduce people to the techniques of growing plants but also to help them become more aware of gardens, parks and other green spaces which contribute to total environment.

Our overall program for meeting our purpose is a varied one, and is not always easy to define. Our strength is in the information we provide to members, to subscribers, to the local community and to professional and amateur gardeners, growers and plantsmen throughout the country. This is done in several ways:

Our publication, HORTICULTURE, goes to about 110,000 people every month; that adds up to more than 1,300,000 copies a year which carry significant information. Surveys have revealed that each copy of HORTICULTURE is read by some 3.4 people. We have subscribers in every one of the fifty states, more than 2,000 in Canada and between six and seven hundred in 79 other foreign countries. It is apparent that the publication is our most effective tool for carrying out our purpose. This is why so many of us feel so strongly that we have got to find a way to make it work financially as well as horticulturally.

Another of the Society's publications is the *Gardener's Almanac*. First issued in 1939, the 13th edition was brought out in 1968 and during 1969 we sold 1,118 copies at a net

income of $3,253.38. The *Almanac* provides basic information for the new gardener and, again, advances horticulture.

Our book sales service put 2,621 books, leaflets and pamphlets on various phases of horticulture into the hands of garden enthusiasts during 1969.

We also carry forward our purpose through courses and workshops which give our members the opportunity to improve horticultural techniques and develop new ones. During 1969 we conducted 9 courses and 7 workshops totaling 102 hours of classroom activity in which 316 members participated. After direct expenses were applied a net income of $979.98 was realized.

Less successful in terms of audience were the Members' Days, at which we presented outstanding speakers: eleven lecture programs attracted only about 357 members. Response to these programs varies greatly with subject matter and publicity.

Exhibitions are yet another way in which the object of the Society is carried forward. During 1969 six shows and exhibitions were open to the public for a total of 23 days and were attended by approximately 102,000. The Spring Show is the big one, of course, but the other shows and exhibitions have their audiences too.

Special programs during 1969 included City Garden Day, in May, in cooperation with the Fenway Garden Society and the Boston Park Department, two Open Garden Days on which members toured award-winning gardens, and the first Conference of Horticultural and Botanical Libraries.

Much of the work of the Society is in the realm of community service. That community is defined in two ways: the physical community which is essentially Boston, and the horticultural community which is bound by subject but not by geography. Staff members provide professional guidance, advice and assistance to many projects and programs. Appointment books reveal that staff members met with over 100 organizations or committees in the course of the year — how many unscheduled meetings were held is beyond reach. Every one of these meetings advanced the object of the Society.

The flow of horticultural questions is unceasing. More than 1,200 letters and 2,600 telephone inquiries were answered in 1969; about half of these were from members.

The library, of course, is a part of the foundation of all American horticulture. It is an important and useful tool which is world-recognized, is valued by the horticultural community at large, and carries out the object of the Society in a very basic manner.

Two new projects were launched in 1969. Both are operated outside of the budget; both are dependent upon funds generated specifically for them by loyal and enthusiastic members.

The first is the Taylor Greenhouse at the Vale, the site of one of America's important early gardens. Through cooperation between our Society's Vale Greenhouse Fund Committee, spearheaded by Mrs. Ara Derderian, and the Society for the Preservation of New England Antiquities, an historic greenhouse which was built in 1800 has been restored for use by our Society's classes and workshops. Mrs. Derderian's committee has raised and expended about $2,000 for our share of the interior restoration costs, and another $1,500 to $2,000 will be needed before the work is completed. However, the greenhouse is now in working order and classes are being held there.

The second project launched last year is "Hub Box". It grew out of a desire on our part to carry the message of growing plants into urban neighborhoods. I asked several concerned individuals to meet with me here in Horticultural Hall and, after several meetings, we decided that the most efficient way to achieve this goal was through the elementary schoolroom. Working from a need to a program requires imagination, dedication and perseverence, and I would like to recognize those who helped to develop this extremely well thought out and effective program. They are: Mrs. Jonathan Newell and Mr. Charles E. Roth of the Massachusetts Audubon Society; Miss Miriam E. Dickey of the Rocky Knoll Urban Conservation Center; Mrs. Harold R. Somerset of the Needham Science Center; Mrs. Emil Beck and Mrs. Morris Katzman of the School Volunteers for Boston; and Mrs. Raymond C. Cronin, Director, Metropolitan District, Garden Club Federation of Massachusetts.

"Hub Box" was launched as a test program under the very able direction of Mrs. Cronin. Twenty-eight garden club members attended four training sessions in February. At the last session each volunteer received a "growing things" kit and, through the School Volunteers for Boston, was assigned to a third or fourth grade in a Boston school. Fifty-six classes were visited; with each class averaging 30 pupils per class, 1,680 youngsters were reached. A solid basis for expansion of the program has been built and we hope to have more volunteers and funds to enlarge the program next year.

One of the very significant points about "Hub Box" is that a kit for a whole classroom can be put together for $25. Therefore it is possible to operate on even a very small budget. Through contributions of materials and money gifts we have progressed thus far with expenditures of only about $507, and have a balance of $560 on hand for more boxes. I want to emphasize that the program is still in the experimental stage, and that our first goal is to establish a sound and tested pattern. We will then need funds to publish a complete manual so that "Hub Box" can be established in any community in the United States. You are all aware, I am sure, that the Massachusetts Horticultural Society has a history of adding new dimensions to the field of horticulture; I feel strongly that "Hub Box" will turn out to be one of our most important contributions. It is very much in tune with the needs of today.

Major staff changes in 1969 included the retirement of Mrs. Laura Hatton, Assistant Editor of HORTICULTURE, after 13 years of devoted service, and the appointment in June of Allan W. McLeod, Jr., as Comptroller. Although it was not in 1969, I think it appropriate to mention the resignation of Jay Stinson as Assistant Director, and to acknowledge how very much he added to the Society during his almost five years as a member of the staff and in particular his efficiency and devotion in handling the situation during my convalescence. On March 1, just as Spring Show construction got under way, William J. Thompson joined our staff. It was a difficult moment to take on new responsibilities, but his enthusiasm, willingness and assistance were invaluable. He is a horticulturist, a graduate of the University of Missouri, and I am sure that those of you who do not already know him will come to recognize him as a valuable addition.

From a personal point of view I cannot say that 1969 was the best year of my life. My accident was a physical burden not only for me but for those around me, including many staff members who worked very hard to keep communication flowing between Horticultural Hall and Beverly Hospital, and later my home. On top of this, the discovery of HORTICULTURE's actual financial position was a shock and a bitter disappointment. The Society has many serious problems which require much attention and hard work. I know that there are many enthusiastic and imaginative members who feel deeply about the Massachusetts Horticultural Society. I am sure they can contribute a great deal in a great many ways; that they will do so is our hope for the future.

Carlton B. Lees, Executive Director

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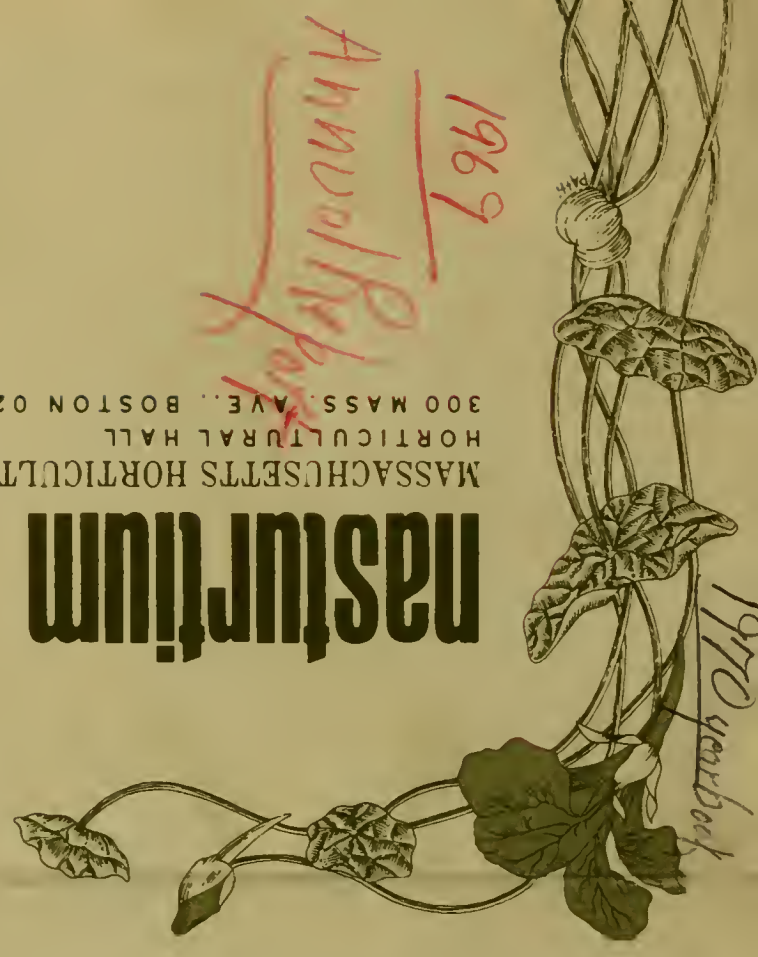

1969 Annual Report

1970 yearbook

OFFICERS
Oliver F. Ames, *President*
John O. Stubbs, *Vice-President*
Joseph W. Lund, *Vice-President*
John W. Ewell, *Treasurer*
E. Miles Herter, *Assistant-Treasurer*
Carlton B. Lees, *Secretary*

TRUSTEES
Mrs. John M. Hall, 1971
Milford R. Lawrence, 1971
Vincent N. Merrill, 1971
Miss Helen C. Moseley, 1971
Dr. John A. Naegele, 1971
Raymond DeVincent, 1972
Dr. Robert L. Goodale, 1972
Willard P. Hunnewell, 1972
Edmund V. Mezitt, 1972
Mrs. G. Kennard Wakefield, 1972
Nathan Chandler, 1973
Roger G. Coggeshall, 1973
E. Miles Herter, 1973
Mrs. Charles F. Hovey, 1973
Robert S. Pirie, 1973
Mrs. Charles G. Rice, 1973

HONORARY TRUSTEES
Albert C. Burrage
Seth L. Kelsey
Harold D. Stevenson
Mrs. Roger S. Warner
Dr. Donald Wyman

EXECUTIVE COMMITTEE
Oliver F. Ames, *Chairman*
John W. Ewell
Mrs. John M. Hall
Joseph W. Lund
John O. Stubbs

BUDGET COMMITTEE
Members of Executive
& Finance Committees

FINANCE COMMITTEE
Oliver F. Ames, *Chairman*
John W. Ewell
E. Miles Herter

EXHIBITIONS COMMITTEE
Joseph W. Lund, *Chairman*
Mrs. Horace G. Crockett, Jr.
Raymond DeVincent
John W. Ewell
John L. Wacker

MEMBERSHIP COMMITTEE
Mrs. Charles G. Rice, *Chairman*
Willard P. Hunnewell
Robert S. Pirie

LIBRARY COMMITTEE
Mrs. G. Kennard Wakefield, *Chairman*
Gordon P. DeWolf, Jr.
Gordon W. Dillon
Dr. Robert L. Goodale
Miss Helen C. Moseley

COMMITTEE ON GARDENS
Mrs. G. Kennard Wakefield, *Chairman*
Willard P. Hunnewell
Vincent N. Merrill
Mrs. Robert C. Milton
Dr. Donald Wyman

COMMITTEE ON MEDALS
Milford R. Lawrence, *Chairman*
Nathan Chandler
Roger G. Coggeshall
Joseph W. Lund
Dr. John A. Naegele

LECTURES & PUBLICATIONS COMMITTEE
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E. Miles Herter
Mrs. Charles F. Hovey

COMMITTEE ON PRIZES
Roger G. Coggeshall, *Chairman*
Mrs. Charles F. Batchelder
Herbert C. Fordham
Vincent N. Merrill
James Sutherland

ALBERT C. BURRAGE GOLD VASE & JOHN S. AMES TROPHY COMMITTEE
Roger G. Coggeshall, *Chairman*
Russell B. Clark
Joseph W. Lund
Vincent N. Merrill
James Sutherland

COMMITTEE ON CHILDREN'S GARDEN EXHIBITIONS
Mrs. Charles F. Hovey, *Chairman*
Mrs. Raymond C. Cronin
Mrs. Henry Stone

NOMINATING COMMITTEE

Mrs. John M. Hall, *Chairman*	1971
Dr. John A. Naegele	1971
Joseph W. Lund	1972
Edmund V. Mezitt	1972
Nathan Chandler	1973
Mrs. Charles G. Rice	1973

BUILDING COMMITTEE
Oliver F. Ames, *Chairman*
Mrs. Charles F. Hovey
Joseph W. Lund

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